CEA
Consumer Electronics Association

PRODUCER OF International CES

TVs, DVD Players, and Compact Audio

www.CE.org

Impact on Innovation

- Reduction of standby power is not simply proportional to added cost.
- There is a distinct architecture and cost adder for products with low standby power.
  - Low standby power products only keep alive the processor and user input detection.
  - Other products keep most functions working to serve the consumer.

Impact on Innovation

- Regulations that cap standby power necessarily limit features
- For example, compact audio systems don’t attempt to maintain a clock and meet low power, despite the 4 W adder
- Digital TV has background transmission of guide data that require the tuner to be alive sometimes during standby mode

Impact on Safety

- In 2003 CEA and the National Oceanic and Atmospheric Administration joined to create the Public Alert program
- Compatible products constantly receive NOAA broadcasts of emergencies
- Regulations do not accommodate such vital safety features

Active Power

- Future regulations on Active Power have unproven benefits and could impede performance
- Every retail product has built-in incentives to have the lowest possible power for the set of features it provides
  - Power is heat; chips hate it; designers hate it
  - Higher power goes directly to a bigger supply and heat dissipation; cost drives power down

TVs, DVDs, and Audio

- Regulations on these products were simply not necessary
- ENERGY STAR already helped transform market
- California has already reaped the energy savings that the initial analyses claim are forthcoming
  - Without jeopardizing the products and features available to Californians